

Amendments to the Claims:

1-47. canceled.

48. (currently amended): A method of linking an image to metadata contained in a network resource, said method comprising:

receiving data corresponding to an image;

correcting or adjusting for ~~changing~~ a geometric orientation of the data; and then

calculating a fingerprint or signature as an ~~plural-bit~~ identifier from the corrected or adjusted for ~~changed~~ data;

providing at least a sub-set of the fingerprint or signature ~~plural-bit identifier~~ to a network resource to identify metadata associated with the image, wherein the metadata is associated with - but separate from - the fingerprint or signature and the image data; and

receiving from the network resource at least some of the metadata associated with the image.

49. (previously presented): The method of claim 48, wherein the metadata comprises at least one of a URL, image, audio or video.

50. (currently amended): The method of claim 48, wherein correcting or adjusting for ~~changing~~ a geometric orientation of the data comprises at least one of scaling, rotating or ~~and~~ translating.

51. (currently amended): A method of linking an image to metadata contained in a network resource, said method comprising:

receiving image data;
~~changing~~ correcting or adjusting for a geometric orientation of the image data;
interrogating a network resource through use of a fingerprint or signature derived or determined from inherent attributes of ~~the changed~~ image data to identify metadata associated with the image data, wherein the metadata is associated with - but separate from - the fingerprint or signature and the image data; and
providing identified metadata.

52. (currently amended): The method of claim 51, wherein changing a geometric orientation of the data comprises at least one of scaling, rotating or ~~[[and]]~~ translating.

53. (currently amended): The method of claim 51, wherein the identified metadata comprises at least one item from a group comprising: ~~of~~ a URL, image, audio and video.

54. (currently amended): A method of linking an image or video to metadata contained in a network resource comprising:

receiving image or video data from a wireless device;
correcting for distortion in the received image or video data; and then

comparing a fingerprint or signature representing inherent characteristics of the corrected image or video data to a plurality of ~~image~~ records, wherein each ~~image~~ record includes at least image or video characteristics;

upon a successful match with a ~~an image~~ record, identifying metadata associated with – but separate from – the fingerprint or signature and at least one of the ~~image~~ record or and image or video data; and

providing identified metadata to the wireless device.

55. (currently amended): The method of claim 54, wherein the identified metadata comprises at least one of a URL, image, audio or ~~[[and]]~~ video.

56. canceled.

57. (previously presented): The method of claim 54, wherein the wireless device comprises a wireless telephone.

58. (currently amended): A method of linking an image to metadata contained in a network resource, said method comprising:

receiving data corresponding to an image;

correcting or adjusting for a geometric orientation of the data, ~~The method of claim 48~~ wherein the image comprises an orientation component steganographically embedded therein, and wherein said correcting or adjusting for ~~changing~~ utilizes the orientation component;

calculating a fingerprint or signature identifier from the data;
providing at least a sub-set of the identifier to a network resource to identify
metadata associated with the image; and
receiving from the network resource at least some of the metadata associated with
the image.

59. (currently amended): The method of claim 51 wherein the image data comprises an orientation component steganographically embedded therein, and wherein said correcting or adjusting for ~~changing~~ utilizes the orientation component.

60. (currently amended): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining data corresponding to a media signal;
~~changing~~ correcting for or realigning a geometric or alignment characteristic of the data representing the media signal; and then
deriving a fingerprint or signature from the corrected for or realigned data representing the ~~changed~~ media signal;
interrogating a network resource with at least a sub-set of the fingerprint or signature to identify metadata associated with the media signal; and
providing at least some of the identified metadata associated with the media signal.

61. (currently amended): The method of claim 60 wherein the media signal comprises an orientation component steganographically embedded therein, and wherein said correcting for or realigning ~~changing~~ utilizes the orientation component.

62. (currently amended): The method of claim 60, wherein the metadata comprises at least one of a URL, image, audio or ~~[[and]]~~ video.

63. (currently amended): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining media;

~~changing~~ realigning or adjusting for a geometric orientation or alignment characteristic of the media; and then

interrogating a network resource through use of a fingerprint or signature derived or determined from inherent attributes of the ~~changed~~ media to identify metadata associated with the media; and

providing or receiving identified metadata.

64. (currently amended): The method of claim 63 wherein the media comprises an orientation component steganographically embedded therein, and wherein said realigning or adjusting for ~~changing~~ utilizes the orientation component.

65. (currently amended): The method of claim 63, wherein the metadata comprises at least one item from a group comprising: ~~of~~ a URL, image, audio and video.

66. (currently amended): A method of linking media to metadata contained in a network resource, said method comprising:

obtaining media;

correcting for distortion in the media; and then

interrogating a network resource through use of fingerprint or signature attributes calculated or derived from the corrected media to identify metadata associated with the media; and

providing or receiving identified metadata.

67. (previously presented): The method of claim 66 wherein the media comprises a steganographic orientation component, and said correcting utilizes the steganographic orientation component.

68. (currently amended): The method of claim 66 wherein the attributes comprise at least one of a hash, fingerprint or **[[and]]** signature.

69. (previously presented): The method of claim 51 wherein the inherent attributes of the changed image data comprise a plural-bit identifier.

70. (previously presented): The method of claim 69 wherein the plural-bit identifier is derived from the image data as at least one of a fingerprint, hash or signature.

71. (previously presented): The method of claim 63 wherein the inherent attributes of the changed media comprise a plural-bit identifier.

72. (previously presented): The method of claim 71 wherein the plural-bit identifier is derived from the image data as at least one of a fingerprint, hash or signature.

73. (previously presented): The method of claim 66 wherein the attributes comprise a plural-bit identifier.

74. (previously presented): The method of claim 73 wherein the plural-bit identifier is derived or calculated from the media as a fingerprint, hash or signature.